

Brand Kentucky



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Governor Fletcher Unveils Four State Brand Finalists; Public to Vote for Favorite

COVINGTON, KY. – Governor Ernie Fletcher unveiled the four finalists for the state's new brand today, announcing that the public will now give its input through a statewide vote.

Over the next four weeks, both residents and non-residents will be asked to vote for their favorite Kentucky brand. The easiest way to vote will be online at www.kentucky.gov, or at voting sites located throughout the state. Votes will be collected at the state's welcome centers, state resort parks, the Kentucky Horse Park in Lexington, the Kentucky History Center in Frankfort and the Kentucky Artisan Center at Berea. Those who cannot vote online or at one of the voting sites can simply state their preference and mail it to:

Brand Kentucky
Kentucky State Capitol
700 Capitol Avenue
Frankfort, KY 40601

"Our hope is that all Kentuckians will get involved and vote for the brand that best represents our state and our vision," said Governor Fletcher, announcing the finalists during the Kentucky Tourism Industry Annual Conference. "This statewide image campaign has received so much public interest, we thought it was important to let the public have a voice in the final product. Our goal is to collectively vote on the brand that fosters the pride of Kentucky citizens and causes people to think more positively about visiting or doing business in Kentucky."

There will be three separate voting cycles to determine the winner. At the end of each cycle, the brand that garners the fewest votes will be eliminated. People can vote no more than once per cycle. The first cycle will end Friday, November 5, the second cycle will end Friday, November 12 and the final cycle will end Sunday, November 21. The Governor will announce Kentucky's new brand on Wednesday November 24.

(more)

The four finalists, along with the rationale behind each one, are:

- ❑ **Kentucky, Unbridled Spirit:** Kentucky is a place where spirits are free to soar and big dreams can be fulfilled. We relish competition and cherish our champions for their willingness to push beyond conventional boundaries to reach new heights of success.
- ❑ **Kentucky, Limitless:** Kentucky is a place of wide-open opportunity, where professional and personal achievements are unrestricted. The state's unique climate – physically, but also economically and personally – gives individuals the freedom they need to grow and excel.
- ❑ **Kentucky, Where Legends Are Born:** Kentucky was born of a bold, pioneer spirit that conquered the wilderness and gave birth to countless stories of heroism, resourcefulness and unflinching dedication to the pursuit of progress. This legacy provides numerous points of pride that live on today and inspire Kentuckians to create new legends in every endeavor we undertake.
- ❑ **Kentucky, Make History:** Kentucky offers a long and proud tradition of extraordinary achievement from seemingly ordinary individuals. From Daniel Boone to Muhammad Ali to Colonel Harland Sanders, Kentucky has time and time again proven to be a place of opportunity for people of all walks of life, where great things can happen and anything is possible.

In July Governor Fletcher's administration began working with New West, a Louisville-based public relations, advertising and marketing agency, to create a statewide image campaign, or brand, and to develop a comprehensive marketing and advertising plan for all state cabinets, plus the Kentucky Department of Agriculture.

Throughout the creative process, New West and the Fletcher administration sought public opinion at both the local and national levels through surveys and focus groups. New West presented the Fletcher administration four possible brands based on a pre-determined set of judging criteria. The Governor then decided that the public will choose from among those four finalists.

"Our intent in involving the public in the decision-making process goes back to our unifying theme, 'One state, one vision and one brand,'" said Governor Fletcher. "We can't accomplish that without hearing from the people of Kentucky."

When voting, Governor Fletcher said, people should keep in mind the criteria the state team used to select the finalists. "Vote for the brand that is unique, easy to remember, motivating, long-lasting and demonstrates that Kentucky is always changing for the better," he said.

Each brand carries with it a unique logo that can be seen at www.kentucky.gov.

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NOTE TO EDITORS: A complete media kit, including the brand finalists, photos from today's announcement, print news releases, audio news releases, sound bites and more, is available online at www.kentucky.gov/brand. The kit will be updated with new information at least once a week.